

ABSTRACT OF THE DISCLOSURE

An ink-jet ink which is excellent in handling properties, odor, safety, and dispersion stability of a coloring particulate, and which shows no paper-dependency, manifests excellent color developing property and hue when printed on any type of paper, and has various excellent properties. In the ink-jet ink, a coloring composition containing a coloring particulate containing an ionic-group-containing polymer, an oil-soluble dye, and a hydrophobic high-boiling-point organic solvent having a boiling point of at least 150°C, the coloring particulate being dispersed in a water-based medium, wherein content of the hydrophobic high-boiling-point organic solvent in the coloring composition is at least 25% by mass and not more than 95% by mass with respect to a total amount of the ionic-group-containing polymer, the oil-soluble dye, and the hydrophobic high-boiling-point organic solvent.